MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM 2215)

DBS5014 – BUSINESS MANAGEMENT

(All sections/Groups)

19 DECEMBER 2022
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages.
2. Attempt **ALL** questions. The distribution of marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

(a) Provide **ONE (1)** example of a top manager. State and explain the **MOST** important managerial skill for the top managers. (3 marks)

(b) *"Distinct purpose"* is one of the common characteristics of organisations. In your opinion, how organisations attempt to express this characteristic?

(1 mark)

(c) Based on Mintzberg's Managerial Roles, state and explain **THREE (3)** types of decisional roles held by a manager. (6 marks)

(d) Based on ***Scenario 1*** below, what can you conclude about the volunteers' work management style, in terms of *efficiency* and *effectiveness*? Justify your answer.

> ***Scenario 1***
> A group of Multimedia University students volunteered to organise a donation drive for all the needy children of SK Durian Runtuh before the school reopens. They managed to gather enough funds to buy school uniforms, books, and stationery for the children. The principal thanked the volunteers for helping all the needy children in the school just in time before the new school term starts.

(4 marks)
(Total: 14 marks)

QUESTION 2

(a) State **THREE (3)** components within the specific environment of an organisation and explain how each component affects the organisation's performance. Give **ONE (1)** example for each. (9 marks)

(b) List **THREE (3)** dimensions that comprises an organisation's culture.

(3 marks)

(c) State and explain **FOUR (4)** ways that an organisation could use to help the employees learn its corporate culture. (8 marks)

(Total: 20 marks)

Continued...

QUESTION 3

Scenario 2
Maya is the new general manager of a fine-dining restaurant called Jo Best. Historically, the restaurant used a casual approach to hiring, training, and compensating employees, which resulted in many problems. Maya wants to develop a comprehensive human resource policies and management practices for Jo Best to avoid these problems in the future.

Based on ***Scenario 2*** above, answer the following questions:

(a) State and describe the characteristics of **TWO (2)** selection tools that Maya could include in the restaurant's hiring policy. (4 marks)

(b) State **TWO (2)** types of training that Maya can include in the training policy. Give **ONE (1)** example for each type of training. (4 marks)

(c) List **TWO (2)** examples of information that an organisation informs their new employees during the *orientation* programme. (2 marks)

(d) Provide **FOUR (4)** factors that may influence the compensation and benefits packages of Jo Best restaurant's employees. (4 marks)

(Total: 14 marks)

QUESTION 4

(a) The COVID-19 pandemic imposed various forces of change across organisations worldwide. State and describe **THREE (3)** external sources of change and **THREE (3)** internal sources of change that organisations in Malaysia had to respond to during this situation. (12 marks)

(b) Briefly describe **FOUR (4)** reasons why people resist change. (8 marks)

(Total: 20 marks)

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QUESTION 5

(a) State and explain the **THREE (3)** elements of motivation. (6 marks)

(b) Explain the concepts of *job enlargement* and *job enrichment* with **ONE (1)** suitable example for each. (4 marks)

(c) State and explain **THREE (3)** flexible work arrangements that an organisation could use to motivate its employees. (6 marks)

(d) Based on ***Scenario 3*** below, explain **TWO (2)** of Maslow's levels of need which are a concern to Kevin. Justify your answer. (4 marks)

> ***Scenario 3***
> Kevin was laid off from his customer service job recently. He is worried that he will not be able to pay his house loan and feed his family.

(Total: 20 marks)

QUESTION 6

(a) Briefly explain **TWO (2)** communication barriers. (4 marks)

(b) Define the *noise* element in the communication process. Give **TWO (2)** examples of noise. (4 marks)

(c) State and explain **TWO (2)** sources of leader power. (4 marks)

(Total: 12 Marks)

End of Paper